



**Downtown Whitewater  
East Gateway Public Art Project 2016  
Request for Proposal**



**Request for Proposal:** East Gateway Public Art Project 2016.

**Mission:**

Preserve, improve and promote Whitewater's quality of life by strengthening the historic downtown as the heartbeat of the community.

**Purpose:**

The Downtown Whitewater in conjunction with the Whitewater Art Alliance invites artists, designers and landscape architects to submit proposals for public art, installation, landscaping or the like in a highly visible gateway location to welcome visitors to the community.

**Project Background**

Downtown Whitewater Inc. uses an array of evaluation criteria when awarding grants and looks for projects that emphasize the visual arts and that target individuals underserved by arts programming. This is a unique opportunity for Whitewater to bring a valuable art project to the gateway of the City, and we are releasing this Request for Proposal in anticipation of finding an artist or a team of artist to propose a public art project to be completed in 2016.

**Goals**

- Create a piece (or coordinated set of pieces) of public art for a designated outdoor location.
- Highlight the idea of the East Gateway neighborhood as a portal into the community.
- The project should encompass the downtown, and reflect the history and/or traditions of the area which may include, but is not limited to, milling, manufacturing, agriculture, quarrying, education, and Whitewater's designation as Bird City and Tree City.
- The project should contribute to "placemaking". Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of a community and strengthen the connection between people and the places they share. Placemaking refers to a collaborative process to shape the public realm in order to maximize shared value.
- Project must be located within the target area(s) identified in the map (attached).
- Projects should enhance both public spaces and private businesses surrounding the sites. Landscaping, plantings, hardscaping, and landforms may be incorporated.
- Installations should be scaled for both pedestrians and drivers, incorporate maintenance considerations and be resistant to vandalism.

**In-Kind Support and Partnership Encouraged**

Applicants are encouraged (not required) to work with Whitewater Area establishments who can provide in-kind support in the form of materials, labor or project maintenance, or financial supports to assist in the creation of the projects.

## **Artist Eligibility**

Any artist or team of artists interested in proposed a project may submit a proposal in accordance with the "Application Requirements" section below. Preference will be given to artists residing in, or with strong connections to, the City of Whitewater Wisconsin.

## **Application Requirements**

- 1) Artist application form (attached)
- 2) Project description including proposed concept, location, materials, and timeline.
- 3) Proposal images (including illustrations, three-dimensional renderings, maquettes, photos, etc.)
- 4) Itemized budget not to exceed \$20,000.00 including all labor, materials, installation, and all ancillary project costs including 15 % contingency plus any financial support the artist(s) may find independently.
- 5) Resume
- 6) Portfolio of previous work (up to 3 works not more than 5, including the name of work, size, and material and 1 website link (optional).
- 7) All components of the application must be in digital format and emailed to [cmunz-pritchard@whitewater-wi.gov](mailto:cmunz-pritchard@whitewater-wi.gov)
- 8) **Complete applications must be submitted by April 1, 2016.** Applications submitted after that date will not be considered. Incomplete applications may be disqualified. Applications must be submitted digitally by email to [cmunz-pritchard@whitewater-wi.gov](mailto:cmunz-pritchard@whitewater-wi.gov).

## **Artist Selection**

Downtown Whitewater Inc. in collaboration with the Whitewater Arts Alliance and a panel of arts and cultural leaders from the Greater Whitewater area will evaluate the submissions. The selected artist(s) is expected to be announced by September 1, 2016.

## **Ownership**

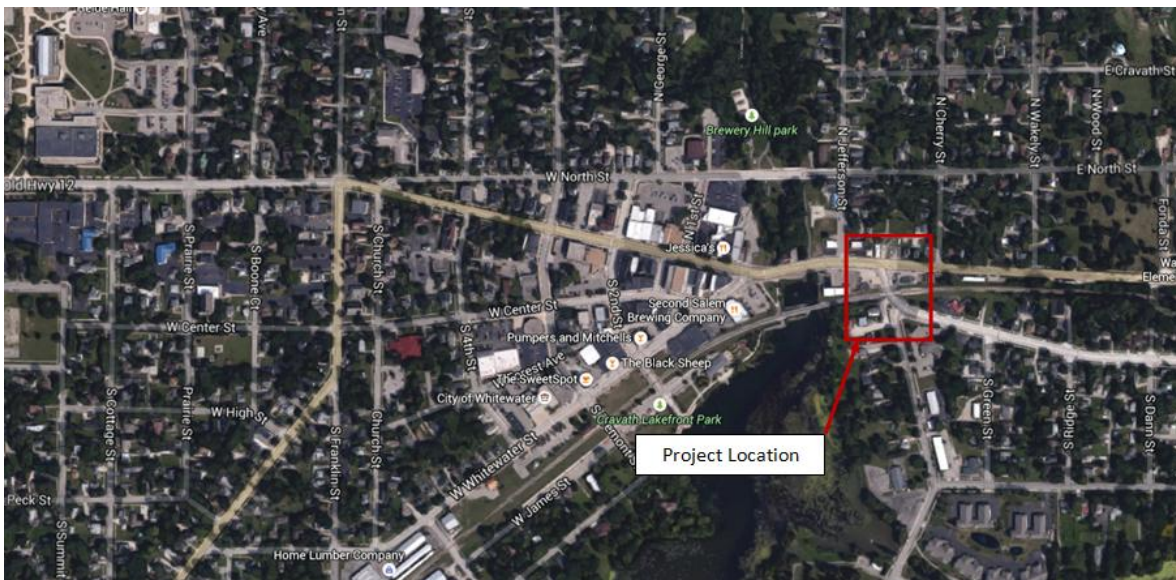
The art that is produced will be donated to the city of Whitewater and will comply with the (attached) Public Art Ordinance for maintenance.

## **INSTALLATION CONSIDERATIONS**

- 9) Easement on private or public land
- 10) Sidewalks, median islands, public buildings,
- 11) Fences, retaining walls, private buildings
- 12) Permitting would require an encroachment permit that addresses the location of work, the
  - o description, the form of installation, the plan for traffic control (if needed) and other issues
  - o Associated with working in the public right-of-way.

Dates for Request for Proposal	
Request for Proposal Release:	January 1 <sup>st</sup> 2016
Application Deadline:	April 1 <sup>st</sup> 2016
Preliminary Application Review:	April 15 <sup>th</sup> 2016
Open House to Public to Review Application finalist:	May 1 <sup>st</sup> 2016
Project selected:	June 1 <sup>st</sup> 2016
Planning Commission:	June 13 <sup>th</sup> 2016
City Council:	June 21 <sup>st</sup> 2016
Contract issued with Artist:	September 1 <sup>st</sup> 2016
Fabrication and Installation:	June 1 <sup>st</sup> 2017
Unveiling Ceremony:	July 4 <sup>th</sup> 2017

**The contents of this Request for Proposal are subject to revision and schedule change without notice.**





GERALD SHROBES  
ESTATES LLC

Possible foundation location. Maintain minimum 5 feet of separation from underground utilities. The location shown is approximately 6 feet by 6 feet, and does not have any depth restrictions.

EX. WH 9  
CONNECT TO EXISTING  
STORM MANHOLE.  
12" I.E=617.5  
REMOVE AND REPLACE  
MANHOLE CASTING AND  
ADJUSTING RINGS

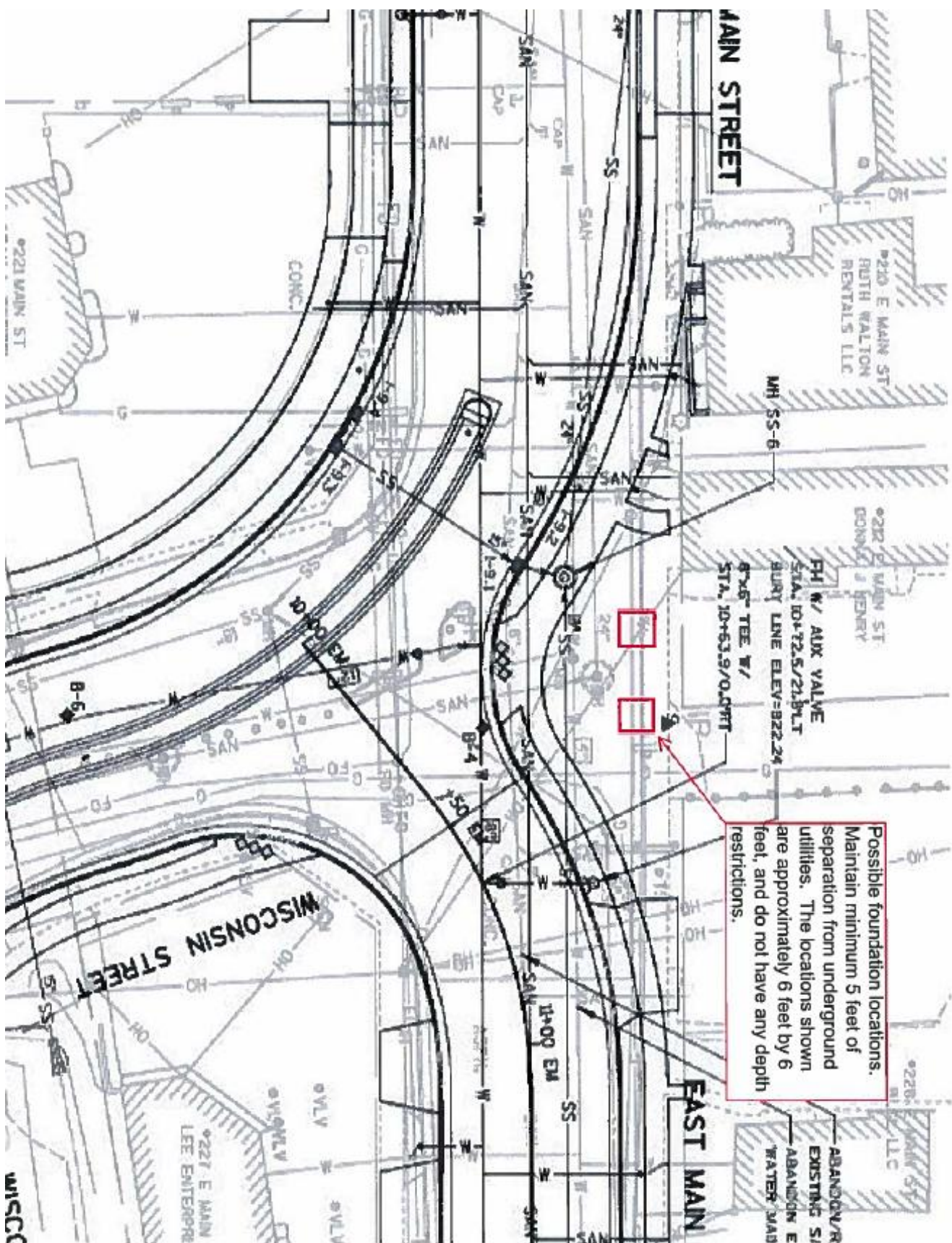
03 E. MILLWALDEN ST  
FORT COMMUNITY  
CHICAGO, ILL 60641

MILWAUKEE  
STREET

-CONNECT TO EXISTING  
WATER MAIN W/  
12"X12" TEE W/  
12" VALVE - SOUTH  
STA. 10+40.9/12.50 LT

WISCONSIN AND  
OTHER STATES









**APPLICATION**  
**Downtown Whitewater**  
**East Gateway Public Art Project 2016**  
*(Please complete all items - attach additional pages as necessary)*

Name of Submitter	
Contact Name	
Address	
E-Mail Address:	
Phone	
Text to Phone OK?	Yes_ No
Name of Artist.  Designer, or Landscape Architect	
Proposed Project Description (500 Word Maximum) Show Project Concept (include no more than 4 jpgs per site)	
Maintenance Requirements & Specifications (500 Word Maximum)	

QUALIFICATIONS & PRIOR WORK		
Resume(s)	Upload resumes of key individuals responsible for project design and fabrication	
Representative Work	Upload <u>jpgs</u> of projects the artist has created (no more than 1024 x 768 pixels in size)	
	No.	Description (Label JPG's with artist first & last name, ID #, name of work, size & material)
	1	
	2	
	3	
	4	
	5	
In-Kind		
Proposed Match (optional)		
In – Kind (Describe Value)		
Financial (Describe & Specify Value)		
Name of Sponsoring  Business or Organization (If applicable)		